

☕ Coffee Talk with Gaëlle



Please tell us about yourself, who are you and what do you do? I am Gaëlle Chatelard, I live in London, and recently founded ETHOSA, a waterless personal care brand. ETHOSA was born as a result of 2 passions – the environment and beauty. I grew up in a small village in the French Alps and spent my childhood immersed in nature. Having worked in the

beauty and personal care industry, I experienced first-hand, the true and often horrifying impact that this sector has on our planet and health. Armed with sound knowledge about the industry, and a passion for preserving and protecting the environment, I knew there was a better way to do things and it inspired me to create ETHOSA.

How did your journey towards sustainability begin and how did you come up with the initial idea? I used to travel a lot for work and remember being horrified by the single-use plastic bathroom amenities in hotel rooms. Not only do they create a huge amount of waste, but they are also such poor-quality products that I never wanted to put them on my skin. I wanted to come up with a more sustainable alternative to bathroom amenities in the hospitality industry. However, the pandemic started and people were spending all their time at home, so I revisited the initial concept to make it suitable for

use at home and added an entertaining element to it by engaging people in the creation process of the shower gel. It's a DIY experience!

What are the biggest challenges you face? The beauty & personal care industry is huge and while it is moving towards more sustainable practices, it is still very far from the level of sustainability we are trying to achieve at ETHOSA. Being a small player, it is hard to get your voice heard and find companies that are willing to take the extra mile, get out of their set ways of operating, to support our mission. It is a constant battle.

What is a possible future for your initiative? Where do you want to be within five years? Waterless beauty and especially personal care products in powder form are in their very early days. While it is a growing product trend, it takes time to educate people to embrace new ways of consuming beauty & personal care. In 5 years, we would like for ETHOSA to be an established brand and a recognised voice of authority leading the way in waterless and overall sustainable beauty. ETHOSA is about more than high-performance beauty personal care products. It's a movement that's designed to inspire, support and create an environmentally resilient future that we can all be proud of.

Insights about the project

“Powder to the people”

by Gaëlle Chatelard from Ethosa, United Kingdom

If you have three free wishes, what would you wish for?

I would say that our main wish is to get the resources we need to pursue our mission to thoughtfully disrupt the way we produce and consume beauty & personal care products. We are completely shaking things up to reinvent a category that has been lacking innovation for decades and it requires a lot of investment both from a monetary and a non-monetary standpoint. We have a lot of amazing ideas to keep developing the concept and educating consumers on a wider scale and we are looking to bring the right partners on board to drive this journey.

What do you think we all can do to solve the plastic pollution problem in general?

Reuse and repurpose everything we can. It is very easy to get tricked into buying things we do not need and disciplining ourselves to make use of what we have available is a great start. Also, a good way to unleash our inner creativity!

PRACTICAL



Gaëlle created a DIY shower gel experience to educate consumers and inspire, support and create an environmentally resilient future.